

INFORMATION LETTER

Not for
Publication

NATIONAL CANNERS ASSOCIATION

For Members
Only

No. 1849

Washington, D. C.

October 21, 1961

Kefauver Decries Practices on Packaging and Labeling

The Senate hearings on packaging and labeling practices affecting consumers were discussed this week by Senator Kefauver (Tenn.) in a speech before the annual forum of the Packaging Institute at New York.

"Your package will determine whether legislation may be necessary or not," declared the chairman of the Senate Antitrust and Monopoly Subcommittee. Senator Kefauver appeared in place of Senator Hart (Mich.), a member of the subcommittee who is directly in charge of the hearings.

"Legislation follows need. And the need will be determined by the marketing practices you follow," Senator Kefauver stated. "Briefly, your package has made these hearings necessary. Your package will determine their outcome."

Pointing out that "packaging and labeling practices have been attacked more and more frequently by those state officials who have daily familiarity with what is happening," Senator Kefauver remarked that "when an industry fails to meet a problem charged with a public interest, it is inevitable that government will take an interest." He also stated:

"The consumer is entitled to the information necessary to make a rational choice between competing products in the market place by using reasonable diligence, and the processor or manufacturer who wishes to make this job easier for her should not be put at a competitive disadvantage."

Senator Kefauver noted that "recent pronouncements by the Produce Packers Association, the Cereal Institute, the National Canners Association and the Packaging Institute . . . indicate an industry awareness of some of the problems involved and a need and desire to find answers."

He expressed the feeling that "the packaging and labeling hearings present just one more good reason why there should be a Department of Consumers at the Cabinet level." (S. 1688, introduced this year by Senator Kefauver and others, is pending before the Senate Committee on Government

Second Citizens Advisory Committee Appointed for New Study of Consumer Protection by FDA

Secretary Ribicoff announced on October 16 the appointment of a new Citizens Advisory Committee to study "the kind of consumer protection which should be provided by the Food and Drug Administration in years immediately ahead." Members of the 16-member committee include Alan C. Richardson of the California Packing Corporation, San Francisco, who has been a member of the N.C.A. Labeling Advisory Subcommittee for the past ten years.

The Secretary's announcement said that "the Committee will make recommendations regarding the steps which the Department [of Health, Education, and Welfare] and the Food and Drug Administration should take to insure adequate protection to citizens in their use of foods, drugs, therapeutic devices, cosmetics and household chemical products, all of which are subject to regulation under laws enforced by the FDA. The retail value of such articles moving in interstate commerce is estimated to exceed \$100 billion each year.

"The study will be conducted as a new appraisal of problems of consumer protection under the Federal Food, Drug, and Cosmetic Act, rather than as a continuation of a study made by a similar Citizens Advisory Committee in 1955," the announcement continued.

The major recommendation of the 1955 Committee was a three- to four-fold expansion of the FDA, to be ac-

Operations.) "It would coordinate many of the present functions distributed through various federal departments and agencies so that your relations with the government would be simplified rather than made more complex."

Referring to Senator Hart's recent Senate speech calling for the appointment of a Presidential Consumer Counsel, Senator Kefauver claimed that "the same sound argument is applicable to the establishment of a Department of Consumers at the Cabinet level."

Senator Kefauver announced that "Senator Hart plans further hearings to be held at the end of October (see INFORMATION LETTER of Oct. 14, page 263), in the middle of December, and if necessary the first part of next year, which will give all groups and parties involved an equal opportunity to explain their position."

complished in from five to ten years. Since that time the FDA staff has been approximately doubled in size, while at the same time a number of new laws have been enacted, placing additional responsibilities on the agency. The 1955 report also contained numerous detailed suggestions, many of which have been carried out.

A number of suggestions for new studies of the FDA have been made. In 1959, 1960 and again this year the House Appropriations Committee recommended new studies of FDA in the light of recent food and drug legislation.

Secretary Ribicoff was quoted in the announcement as follows:

"Tremendous developments in the fields of science and technology daily present new challenges to those charged with safeguarding the consumer. It is time for another group of responsible citizens to take a new look at what the federal government, through the Food and Drug Administration, should do to assure consumers of truly adequate protection. We need a new evaluation of the amount and kind of protection that is needed, the adequacy of our present resources to

provide this protection, the changes that may be needed to get it, and the time it will take to reach the desired objectives. This is a difficult assignment, but I am confident that this committee has the necessary experience and ability to carry it out."

The 16-member committee will be headed by Dr. George Y. Harvey, lecturer in political science and consultant in community development at the University of Missouri. From 1948 to 1955 he was staff director of the House Appropriations Committee.

Members of the Second FDA Citizens Advisory Committee are:

Dr. June Bricker, executive director, American Home Economics Association, Washington, D. C.; John Thomas Connor, president, Merck & Co., Inc., Rahway, N. J.; Nelson Cruikshank, director, department of social security, AFL-CIO, Washington, D. C.; Dr. Conrad A. Elvehjem, president, The University of Wisconsin, Madison; Dr. William Jefferson Darby, head, department of biochemistry, Vanderbilt University School of Medicine, Nashville, Tenn.;

Dr. George Y. Harvey, department of political science, University of Missouri, Columbia; Dr. Jerome Holland, president, Hampton Institute, Newport News, Va.; Joseph F. Lahey, director, division of food and drugs, Texas State Department of Health, Austin; Bradshaw Mintener, attorney, former Assistant Secretary of Health, Education, and Welfare, Washington, D. C.; Dr. Charles E. Palm, dean, New York State College of Agriculture, Cornell University, Ithaca;

Bobby C. Pappas, chairman, Louisiana State Restaurant Association, Monroe, La.; Jack I. Poses, president, Parfums D'Orsay, New York, N. Y.; Alan C. Richardson, manager of the technical advisory service, California Packing Corporation, San Francisco; I. J. Silverman, president, W. F. Schrafft and Sons Corp., Boston; Dr. R. Blackwell Smith, Jr., president, Medical College of Virginia, Richmond; and Dr. Henry Frieze Vaughan, dean emeritus, graduate school of public health, University of Michigan, Ann Arbor.

USDA Food Distribution

Howard P. Davis, Deputy Director, has been appointed Director of the Food Distribution Division of the Agricultural Marketing Service, USDA. In that capacity he is in charge of USDA's school lunch program, food donations, food stamp projects, plentiful foods program, and similar food distribution activities.

Everywoman's Family Circle

"For head-start cooking—call on canned meats" is the title of a food article by E. Janice Turin, food associate, in the October issue of *Everywoman's Family Circle* magazine featuring canned foods.

Miss Turin says, "Zip open a can of ready-to-go meat, and meal fixing is off on the double. Here are six main-dish hearties starring chopped ham, steaks in gravy, dried beef, tuna, corned beef, and chicken. Do try them."

Canned foods are used 15 times in the recipes that accompany the menus. They are tomato juice, clam juice, pears, tomato-rice soup, corned beef, tomato paste, chopped beef steaks with gravy, whole chicken in broth, tuna, catsup, dried beef, ripe olives, condensed cream of mushroom soup, sliced mushrooms, and chopped ham.

A one-page color photograph of the "Conversation Stealer" menu, featuring planked ham puff with mushroom sauce, attractively illustrates this article.

Parents'

"Banner Lunches For Children: Salute to Soup" is the title of a food article in the Family Food Department of *Parents'* magazine which uses canned foods 12 times.

The article says, "You can be sure you're packing plenty of nutrition into the children's lunch when you serve them soup. For soup, whether canned, frozen, dehydrated or homemade, can be a valuable source of the protein, vitamins and minerals children need."

"Furthermore, it's easy to slip extra food value into soups for fast-growing school children. Just stir a small can of deviled ham into condensed cream of chicken soup, for example, or add a few tablespoons of peanut butter to cream of tomato."

The canned soups that are listed are cream of potato, cream of mushroom, condensed cream of chicken, cream of tomato, cream of vegetable, vegetable beef, chicken noodle, cream of celery, cream of pea, and chicken rice. Deviled ham and pimientos also are used.

Cooling Apples and Pears

Six methods for cooling apples and pears in storage rooms without pre-cooling are described and evaluated in a report, *Cooling Apples and Pears in Storage Rooms* (MRR 474), copies of which are available from the Office of Information, USDA, Washington 25, D.C.

Cafeteria Managers Endorse Canned Foods for Shelters

Suitability and practicality of canned foods for the fallout shelters now being built by large industrial corporations for employees was stressed by several speakers at the 21st annual fall conference of the National Industrial Cafeterias' Managers Association, October 6, at Endicott, N.Y.

Arthur Avery, director of the research and development facilities of the U.S. Naval Supply Department, Bayonne, N.J., pointed out that emergency foods should be "familiar to the palate, simple to prepare, and require limited storage space." He stated that the lasting qualities of canned foods make them especially suitable.

James C. Scully, president of Allied Foods Service Corporation, who has served as consultant on institutional feeding for the N.C.A. Consumer and Trade Relations Program, stated that canned foods meets the three requirements of (a) storage without danger of contamination, (b) a safe and extended shelf life, and (c) foods that fit into the pattern of the regular menus in company cafeterias.

John H. Worth, operations quarters supervisor, New Jersey Bell Telephone Company, described the plan that firm has adopted for its industrial shelter, explaining that a "goodly portion of the menu consists of canned foods * * * Their value was proven conclusively by the tests at the Atomic Energy Commission Nevada Test Site in 1955."

A press release on these statements was issued October 9 by Dudley-Anderson-Yutzy, public relations counsel for the C.&T.R. Program, to trade papers in food manufacturing and distribution including the hotel, restaurant and cafeteria publications.

Canning Crops Publicity

Alvin W. String, Jr. of Harrisonville, N. J., 1960 winner of the Canning Crops Contest, is saluted in the October-November issue of *The Future Farmer*, owned and published by the Future Farmers of America.

In a two-page article, generously illustrated, and entitled "A Whopping Crop of Tomatoes" the story of the outstanding crop project that won him the National Junior Vegetable Growers Association championship, with accompanying honors from the N.C.A., is fully told. Written in interview style, the article quotes liberally from Alvin's own account of the way he produced his prize-winning crop.

Supplier Firms Sponsoring Canned Foods Ad Campaign

Out of the Allied Industry phase of the N.C.A. Consumer and Trade Relations Program have come certain campaigns promoting the use of canned foods. The promotion executives of the supplier groups have met with the C&T.R. Committee three times. They receive copies of the various publications and releases of the program, and in the past year and a half have, on occasion, adapted its themes.

Recent examples in which canned foods are stressed in fall advertising campaigns have just been reported, as follows:

Inland Steel Company—"Canned foods helped build the grocery business—They're still its backbone" is the theme of a large-scale trade press campaign, running in October and November and including *Supermarket News*, *Progressive Grocer*, and *Food Topics*. The copy points up low handling costs, profitability, and canned foods advantage when combined with other profit producers.

Owens-Illinois—Retail trade publications carried advertisements tying in with National Wine Week, October 14-21, and offered grocery departments related-items displays suggesting menu ideas; for example, sauternes with mushroom soup, chicken rice soup and evaporated milk.

U. S. Steel Corporation—Through its speakers' bureau this firm is effectively promoting canned foods to individual women's groups. Women are told: "... you can depend on the high quality of canned foods, which have lost none of their nutrition in the canning process. Canning plants are located near the crops so that the food may be packed immediately. Unless you have your own garden, you can do no better."

The Youngstown Sheet and Tube Company—Promoting canned grocery products at the "grass roots" retail level. Along with 19 other companies they participated in the "Annual American Brands Promotion," October 5-14, sponsored by the National

Association of Retail Grocers of the U. S. and *The Saturday Evening Post*. They also had five shelf talkers and three mass display cards for retailer use. The theme used was "Good, Good, Canned Goods."

Good Housekeeping

"38 Superb Dinners: All Bargains," is the title of a food article in the October issue of *Good Housekeeping* magazine. In it canned foods are used 70 times. Dorothy B. Marsh, director of foods and cookery division of The Institute, says, "These money-in-the-bank main dishes are all new; all based on the foods everyone likes best. Now: which do you suppose will become Special Request favorites at your house—even when the family isn't on a saving spree? There's just one sure way to find out!"

This food article gives 38 recipes with accompanying foods to complete menus. The canned foods used included 4 soups, 6 juices, 14 fruits, 33 vegetables, 2 fish, and 9 meats.

Nine pages of color photographs of main dishes attractively illustrate this article.

Shipments of Metal Cans and Glass Containers, Jan.-Aug.

(Bureau of the Census,
U.S. Department of Commerce)

METAL CANS

	Jan.-Aug. 1960 1961 (short tons of steel)	
Fruit and fruit juices (including cans for fruit base still drinks sold as soft drinks)...	502,973	480,445
Vegetable and vegetable juice...	468,381	560,098
Meat, including poultry.....	95,146	101,904
Fish and sea food.....	87,179	89,428
Baby food, including formulae	28,827	23,476
All "other" foods, including soups.....	310,995	316,783

GLASS CONTAINERS

	Jan.-Aug. 1960 1961 (thousands of gross)	
Wide-mouth food (including fruit jars, jelly glasses, and packers' tumblers).....	29,401	31,006
Narrow-neck food.....	11,379	11,941

Moisture Content in Hams

The Agricultural Research Service of USDA has published in the *Federal Register* of October 18 amendments to its meat inspection regulations reinstating limits on the moisture content of hams.

The USDA order contains this explanatory statement: "The amendments reinstate the requirements made by the regulations with respect to moisture content of smoked hams, cooked and cured hams, and canned hams, and similar meat products, which were in effect prior to December 30, 1960." The order includes the following:

"(49) The weight of smoked product such as hams, pork shoulders, pork shoulder picnics, pork shoulder butts, beef tongues, and the like, except hams, pork shoulder picnics, and similar products prepared for canning, shall not exceed the weight of the fresh uncured article.

"(57) The preparation of a ham, pork shoulder picnic, or similar product for canning shall not result in an increase in weight of more than 8 percent over the weight of the fresh uncured article."

The amendments will become effective 30 days following publication.

Harvey F. Cahill

Word has just reached the N.C.A. of the death of Harvey F. Cahill, former secretary of the Utah Cannery Association. He died in Ogden September 26 at the age of 71.

Mr. Cahill had retired in the spring of 1960 after almost 25 years as secretary of the Utah Cannery Association. Upon his retirement he was specially honored for his many years of devoted service to the industry. Following his retirement Mr. Cahill accepted appointment by the Governor of Utah as a member of the board of trustees of Weber College in Ogden.

Prior to his connection with the Utah Cannery Association Mr. Cahill was assistant secretary of the Ogden chamber of commerce and he was associated earlier with coal operators in Wyoming.

Frances R. Purvis

Mrs. Frances R. Purvis, receptionist and telephone switchboard operator at the N.C.A., died suddenly October 14. She had been a member of the staff since 1943 and had come to be known by many members who have visited N.C.A. offices in Washington.

Stocks of Canned Fruits on Oct. 1 and Season Shipments

(N.C.A. Division of Statistics)

	Carry-over month	Case basis	Supply		Canners' Stocks, Oct. 1		Season Shipments to Oct. 1	
			1960-61	1961-62	1960	1961	1960	1961
			(thousands of cases)					
Apples.....	Sept.	6/10	1,242	969	821	620	421	349
Applesauce.....	Sept.	actual	7,382	6,773	5,654	4,973	1,728	1,869
RSP cherries.....	July	actual	2,555	3,241	1,509	2,020	1,045	1,221

USDA Soil and Water Advisors Ask for Rural-Urban Planning

Need for more attention to soil and water conservation and basic soils information in rural-urban planning activities was stressed by the USDA's Soil and Water Conservation Advisory Committee at its meeting in Washington October 9-11.

Disappearance of one million acres of good agricultural land annually, plus the increasing demand for land for recreation, makes it urgent that land going into nonagricultural uses be given adequate protection to prevent it from contributing excessively to floods, dust and sedimentation.

Further recognition of the recreational impact on land resources came in recommendations that recreation be recognized as a public benefit in determining the extent of federal government participation in the cost of watershed protection and flood prevention projects.

Increased conservation information for both city and farm people was urged in light of the rapidly changing ratio of urban and farm population and the movement of young people away from farms. This, the committee emphasized, leaves a relatively small number of people responsible for management of soil and water resources which affect the entire nation's welfare.

Contribution of soil and water conservation work to rural areas development and to production adjustment on cropland was given special attention during the three-day conference. Quantity rather than acreage controls were urged as a device more conducive to conservation.

The trend toward multiple purpose projects in the watershed program was pointed out as a specific contribution to the improvement of communities suffering from inadequate water supplies as well as from flood damages. The Great Plains Conservation Program, likewise, was praised as making substantial contributions to improved economy in the 10 states where it operates, and its expansion was urged.

Dr. Frank J. Welch, Assistant Secretary of Agriculture for Federal States Relations, is chairman of the 18-man committee appointed from all segments of agriculture and conservation by the Secretary of Agriculture. Specific recommendations of the committee will be submitted in writing to the Secretary of Agriculture at a later date.

The committee concluded its conference by hearing reports from USDA

officials responsible for education, credit, research, cost-sharing and technical assistance programs in soil and water conservation.

Marketing Order for Turkeys

USDA has been requested to draft national marketing orders for turkeys and turkey hatching eggs. If implemented, the orders would be the first ever issued for an agricultural commodity on a national basis.

The national Turkey Advisory Committee, appointed by the Secretary of Agriculture at the request of the turkey industry, passed a resolution October 13 asking that provisions for market research and development, regulation of grade, size and quality at the handler level, prohibitions on unfair trade practices, and effective supply management involving both hatching eggs and processed market turkeys be included.

After the USDA completes the technical drafting of the suggested orders, the Turkey Advisory Committee will reconvene for further review and to make a recommendation to the Secretary, USDA said. The Secretary can issue a marketing order only after public hearings, approval of a workable plan for market stabilization, and approval by a two-thirds majority of producers voting in referendum.

The Agricultural Act of 1961, enacted during the last session of Congress as P.L. 87-128, extended marketing order authority to include turkeys, including those for canning or freezing.

Canners Elected to Office in Agricultural Research Institute

Dr. C. H. Mahoney, Director of the N.C.A. Raw Products Research Bureau, has been reelected president of the Agricultural Research Institute, which is associated with the Agricultural Board and is operated under the auspices of the National Academy of Sciences-National Research Council's Division of Biology and Agriculture.

The A.R.I. held its tenth annual meeting October 16-17 in Washington. Dr. M. B. Gillis of International Minerals and Chemical Corporation, was reelected vice president, and Dr. H. E. Robinson of Swift and Company, Chicago, was reelected secretary. Also, Alvin C. Moll of Stokely-Van Camp, Inc., Indianapolis, was reelected to the group's executive board, and O. C. Zoebisch of Libby, McNeill & Libby, Janesville, Wis., was elected to a new term on the board. Mr. Moll is Chairman of the N.C.A. Raw Products Committee and Mr. Zoebisch is a member of the N.C.A. Raw Products Research Committee.

The program of the meetings was devoted to discussion of long-range problems of agriculture, including agricultural policy, land tenure, and the educational needs of an agricultural scientist. C. L. Rumberger of the H. J. Heinz Company, Pittsburgh, who is Chairman of the N.C.A. Scientific Research Committee, was on the program as leader of a discussion of engineering and food processing research.

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